



Overcoming Challenges of Going Global



Chris Platanos
Director, Selling Excellence
Alexion Pharmaceuticals

Goal



Identify Business Needs	Gain Key Stakeholder Input	Define Outcome

- **What does success look like?**

- **What is the value of the initiative and is there alignment?**

Plan



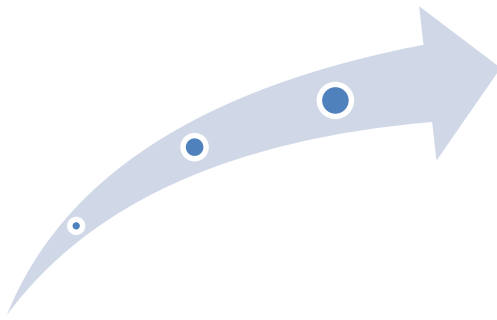
Identify Country Point Person	Define Local Review Process	Timelines & Expectations
<ul style="list-style-type: none">• Is my communication plan clear & concise? • Global program branding? • How will I measure ROI?<ul style="list-style-type: none">- L1 Learner feedback- L2 Mastery of knowledge- L3 Behavior change- L4 ROI		

Centralize



80/20 Rule	Items to Centralize	Content Development & Approval Process
<ul style="list-style-type: none">• What steps can I take to help global markets to execute? • Potential cost savings?		

Execute



Implementation & Training Plan	Solicit Feedback & Recognize Early Wins	Measuring Success
<ul style="list-style-type: none">• Why will this curriculum/initiative be successful? • Identify potential roadblocks? Action(s) to take? • How can the curriculum/initiative be adjusted based on early adoption/wins, feedback and evaluations?		